

DRIVE POWER creators of



drivescribe

COMPANY OVERVIEW | JULY 2013

Proprietary & Confidential

THE OPPORTUNITY



2/3

REPORT THEY PRACTICE
UNSAFE DRIVING



2X

THE RISK

Likelihood that just talking on
cellphone will cause an accident



82%

USE PHONE
WHILE DRIVING



3/4

FELT UNSAFE

Teens admit they have felt unsafe
with another teen's driving



49%

CONSIDER TEXTING A
DISTRACTION
(but do it anyway)



82%

Want to be KNOWN AS SAFE
DRIVERS

THE STRATEGY



REDUCE DISTRACTION

Block incoming calls and messages while vehicle is moving (Automatic on Android phones, via 'Do Not Disturb' feature on iOS)

PROVIDE COACHING

Optional voice and visual safety suggestions based on user behaviors and traffic regulations

MOTIVATE SAFE DRIVING HABITS

Engage drivers in safe driving behaviors through a robust points and rewards platform

THE SITUATION

The proliferation of mobile technology has dramatically increased unsafe driving behaviors. Today, there is a national mandate for ways to promote safer driving.

Drive Power is leading the way with its DriveScribe Safe Driving Mobile App and Engagement Data Analytics Technology.

Governor Cuomo's Message to Drivers: Txt & Ur Out

"Thanks to NY State Gov. Cuomo, starting today, the penalty for texting and driving at the same time will cost New York drivers 5 points on their licenses. The move was applauded by AAA New York and victims of distracted drivers."

– NY Post June 2013

"Every CEO in the industry that you talk to recognizes that distracted driving is an issue that needs to be dealt with,"

– AT&T CEO Randall Stephenson

According to the National Highway Traffic Safety Administration, 660,000 drivers are using their cell phones or electronic devices while driving in any given hour. In 2011, nearly 400,000 people were killed or injured in the United States because of distracted driving.

"Distracted driving is a deadly epidemic that has devastating consequences on our nation's roadways,"

– U.S. Transportation Secretary Ray LaHood

A WORLD OF SAFE DRIVERS

DriveScribe is the first mobile application that provides real-time feedback and engages drivers by rewarding them for developing safer driving habits.

EVERYONE BENEFITS

- Drivers and passengers
- Parents and teens
- Insurance companies
- Fleet managers



DRIVE POWER creators of **drivescribe** 

DRIVESCRIPT AT A GLANCE



MEASURES

Uses GPS, smartphone technology and connects via Bluetooth with OBD telematics devices to record key metrics like speed, traffic sign compliance, sudden braking, time in vehicle, miles driven, etc.



MONITORS

Allows parents, employers and insurance carriers real-time reporting via GPS tracking and NAVTEQ mapping technology to locate or follow driver during route. Optional, in-vehicle audio coaching alerts driver to unsafe driving behavior.



MANAGES

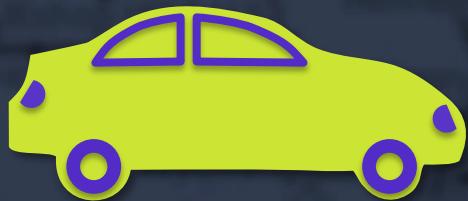
Supervisors can receive messages for unsafe driving actions and/or message back to driver. End of ride reports delivered to driver and supervisor. Web based portal provides driver history, safety metrics analysis, point totals and rewards accrued.



MOTIVATES

Rewards, recognition, and incentives can be used to encourage desired safe driving behavior. Games, contests, leader boards, badges and more create active engagement in safer driving behavior.

PROVEN PLATFORM



2006

Intelligent Transportation Systems Group at the University of MN completed research to design, build, and test an in-vehicle technology suite that detects driver behavior and/or violations.

2008

Completed research program designed to determine whether Teen Driver Support System (TDSS) could be implemented on a smartphone.

2010

Completed Android phone application prototype and tested with parents and teens.



2011

Completed commercial viability testing. Assigned technology license to Drive Power.



2012

Drive Power filed Safe Driving and Coaching Patent. Introduced IOS and Android App. Mobile app and website interface launched to collect feedback.

driveScribe + augeo™

2013

Augeo and Drive Power combine forces to launch DriveScribe™, a Safe Driving Mobile App and Engagement platform.

DRIVE POWER creators of **driveScribe**

FLEXIBLE TECHNOLOGY



Consumer Product

2012: rolled out GMAC DriveScribe Mobile App Beta Pilot and DriveScribe Consumer Mobile App and Engagement Platform with 9,500 unique driver sign-ups and app downloads. DriveScribe recorded 40,000 drives and 24,000 violations.



Fleet Program

2013: launching DriveScribe Fleet Safe Driving Mobile App and Engagement Platform to commercial fleet and government fleet carriers nationwide.



White Label Platform

2013: launching DriveScribe Insurance Carrier Safe Driving Mobile App and Engagement Platform with National Insurance Carriers as a co-branded and/or white label product with UBI telematics, and real-time reporting and data analytics.



Teen Specific Driving App

2013: releasing DriveScribe Teen Safe Driving Mobile App and Engagement Platform for parents and teens with major National U.S. Insurance Carrier.

COMPANY OVERVIEW

DRIVE POWER OVERVIEW

Drive Power is a data analytics company focused on driver education and monitoring that rewards its users for safe driving. In 2012 Drive Power created the DriveScribe Mobile App and Engagement data analytics software and product solution to help people improve driving performance and stay more focused on the road. DriveScribe is the first mobile app and engagement platform that rewards users for safe driving behavior while providing real-time feedback to the driver and his/her parent, employer and insurance carrier. The Company also filed its U.S. and International Safe Driving and Coaching patent with the U.S. Patent Office.

This technology application is designed to improve driving behavior and overall driver safety among many different constituencies including teens, consumers and commercial operators. The core technology can be applied in many ways including promotion of both safe and efficient driving practice, consumer and commercial usage based insurance (UBI) program, data input to actuarial pricing model, and "big data" applications such as location-based mobile marketing and digital map enhancement. Through its unique driver engagement platform, safe drivers earn points that can be redeemed for retail products and discounts from national merchants including Amazon, Macy's, J Crew, Nike and Old Navy.

The DriveScribe Safe Driving Mobile App makes every mile driven a personal achievement and social competition that results in fewer crashes and better fuel economy. DriveScribe provides an interactive feature set which yields an engaging and positive rewards-based user experience. The feature set also provides mass scalability, which includes data collection for robust analytics, scoring and a web reporting platform. DriveScribe parents, employers and insurance carriers can view the driver's route, speed, braking and lateral acceleration via a web-based tool and dashboard. It can be configured to send real-time text and/or email alerts based upon driver behavior and removes the distraction and costs associated with other programs in the market that utilize cameras, plug-ins and other on-board devices that track activity.

How vehicles are individually driven is the future for insurance pricing. The DriveScribe Safe Driving Mobile App and Engagement platform is the required ingredient for next generation insurance products that combine "how you drive" with "how your insurance is priced". UBI (Usage Based Insurance) and PAYD (Pay As You Drive) programs are the future for both consumer and commercial insurance pricing schemes. DriveScribe provides the data required to price these programs along with the unique incentives for drivers to change the cost-consequential behaviors that drive profitability to the insurance provider. DriveScribe is creating the first customer loyalty program to allow drivers to redeem points for retail value in addition to insurance premium discounts. DriveScribe assists insurance companies in the creation of client acquisition and retention strategies not predicated on state regulated insurance premium discounts alone.

The DriveScribe Safe Driving Mobile App is targeted at the projected one billion smartphone users who drive and insure vehicles and/or are driving for employers who manage fleets. Distribution occurs through: (1) integrated/branded offerings from insurance companies and employer fleet management providers; (2) consumer and employee loyalty and affinity marketing companies; and (3) direct to consumer and employee drivers. DriveScribe is a recurring subscription revenue business with low acquisition and support costs and high scalability.

Current competition includes physically installed data collection devices for UBI programs, fleet telematics hardware and subscription services and distracted driving solutions. Traditional telematics and UBI hardware is significantly disadvantaged due to cost, complexity and functionality. Distracted driving only solutions are constrained by price, functionality and adoption and do not provide positive incentives or reward-based programs.

BUSINESS OPPORTUNITY

Partnering with leading companies across 5 verticals to deploy the DriveScribe Safe Driving Mobile App and Engagement platform. The partnerships will fuel rapid growth by providing the DriveScribe technology a foothold in key markets focused on safe driving behavior.

Insurance Carriers

Strong and clear insurance industry demand to measure, incent and attract safe drivers. Drive Power has significant competitive advantages and has multiple opportunities to participate in the current and active insurance carrier market including multiple pilot launches in 2H2013 with leading US insurance carriers. Programs in place with GMAC Insurance and MetLife with additional carriers expected to be signed 4Q2013. Pending partnership with data analytics companies focused on the insurance industry.

“Vested Interest” Businesses

Drive Power is working with employers and commercial trade associations with direct economic benefits of improving driver safety. Drive Power is well positioned for operator owned fleets and contracted drivers. Drive Power is in discussion to launch fleet pilots in 2H2013 with leading fleet operators. In discussion with rental car companies and contract driver/delivery networks.

Agencies and Associations

Governmental agencies and associations such as the National Parent Teacher Association and AAA have shown interest including non-profits with a mission focused on teen safety and distracted driving. In discussions with driving schools, national retailers with an interest in teen safety, and media companies focused on teens.

Telecom Industry Leaders

Telecom carriers are actively investing in distracted driving remediation and exploring options to raise awareness and reduce distracted driving. Drive Power is recognized as a well positioned solution, as a safe driving tool engaging and messaging including and beyond distractions enabled by mobile phones.

Direct to Consumers

Consumers are becoming increasingly aware of the dangers of talking and texting while driving. DriveScribe provides a reliable, fun and engaging mobile app with games, social sharing and rewards as the compelling consumer solution.

FRAGMENTED MARKET

COMPETITION highly **FRAGMENTED** across market segments.

COSTLY and **COMPLEX** technology hardware and software solutions.

DriveScribe is a “best-in-class” **LOW COST** and **EASY TO USE, CUSTOMIZABLE** technology solution.

DRIVESCRIPT ADVANTAGES

- LOW COST
- REWARDING
- CUSTOMIZABLE
- EASY TO USE
- MOBILE AND WEB

Competitive Landscape

Features	DriveScribe	Carvoyant	Automatic	Lynk	Drive Factor	Evogi	Text-Star	Drivesafely	Location Labs	Zubie
Mobile App	X		N/A	N/A	N/A		X	X		
Android	X						X	X	X	
iOS	X							X	X	
BlackBerry								X	X	
Windows								X	X	
Pricing	FREE	\$249	\$69.95	N/A	N/A	Varies	FREE	FREE	\$4.99 & up	N/A
Redemption Platform	FREE									
Monthly Fee (if upgradeable)	FREE	\$1						\$3.99	\$4.99 & up	
OBD-II		X	X	X	X					X
Hard Wired							X			
Car diagnostics (check engine light)		X	X	X						X
Geo-fencing	X	X				X	X		X	X
Drivers Log Report	X									
Driver Portal	X	X	X	X	X	X			X	X
Bluetooth	X		X	X				X	X	
In Vehicle Coaching	X		X							
Online Portal	X	X		X	X	X			X	X
Admin Portal	X					X	X		X	
Driving Score	X					X		X		
Automated Alert Function	X	X	X		X	X				
Navigation Available in-App		X								
Music Available in-App										

USERS LIKE DRIVESCRIBE

The image displays three screenshots of the DriveScribe mobile application. The top screenshot shows the main dashboard for 'Jane Smith' with sections for 'Recent Trips' (empty), 'Metrics' (line chart showing points over time), and 'This Week's Highlights' (0 points this week, 50 total points). The middle screenshot shows the 'Driving Sessions' section for 'This Week' with a map of a residential area and a summary of a session from April 4th. The bottom screenshot shows the 'Metrics' section with a line chart for 'Points' and a table for 'Who's in the Lead'.

Welcome, Jane Smith
Here you can review recent trips and scores, track driving speeds and distances. Don't forget to visit Point Street to see how you can use points!

Total hours driven: 0.0 | Distance this week: 0.0 mi | Trips this week: 0

Recent Trips
You haven't taken any trips lately.
View All Trips

Metrics
Points
Number of Drives
Distance Driven
Hours Driven
Score

This Week's Highlights
0 Points this week
50 Total Points
Redeem Points

Who's in the Lead?
Joe 20
Mary 55
Sarah 140
Justin 145

Driving Time of Day

Driving Sessions
This Week
Saturday, April 2 ★
Sunday, April 3 ★
Monday, April 4 ▲ ★
Monday, April 4 ★

Completed
Completed with Errors
In Progress
Violation

Time: 8:45 AM CDT Avg. Speed: 35 mph Length: 5.6 mi Points: 25 Score: 350
Speeding Violation

"My daughter just passed her behind the wheel test on Monday. We put the app on her phone. It was like a big weight lifted off our shoulders knowing that there is an app to help young drivers out. A BIG Thank You!"

— Mike W, Dad

"DriveScribe gives me teachable moments with my teen. It's great to have another voice that's not mom and dad guiding him how to drive."

— Kate R, Mom

"I tend to text while driving. I know I need to be a smarter driver, and DriveScribe helps me be one."

— Rachel D, Student

MOTIVATE AND REWARD

DriveScribe **MOTIVATES** safe driving behavior with points and **REWARDS** drivers for safe driving behavior with access to local and national retailers.

"DriveScribe is a learner driver tutor app with a difference. It gives you statistics on driving sessions and updates teen's parents when they are driving recklessly. But don't fret young drivers; it isn't all doom and gloom. If you have a good session behind the wheel, the DriveScribe app awards you with points, redeemable as gift vouchers." - MotorTorque, UK, May 2013

The screenshot shows the DriveScribe mobile application interface. At the top, there is a navigation bar with links for 'About | Contact | Sign Out', 'Dashboard', 'Driving Sessions', 'Point Street' (which is highlighted in yellow), and 'Settings'. Below this is a large section titled 'Point Street' with a heading 'Search by Category'. A grid of buttons lists various categories: Children, Catalogs, Entertainment, Books, Sporting Goods, Women's Apparel, E-Certificates, Auto Parts, Fitness, Men's Apparel, Dining, Charities, Wellness, Jewelry, Luxury, Premium Retailers, Beauty, Footwear, Home Furnishings, and Travel. At the bottom of this section are links for 'Catalog Home | Featured Offers' and a button for 'My Cart (0 Items)'.

The screenshots show the 'Point Street' redemption interface for three different retailers:

- MACY'S:** Shows a 'REDEMPTION OPTIONS' section with a dropdown for 'Item' and a quantity selector. It lists gift certificate options: \$10 Gift Certificate (cost: 1,000 Points), \$15 Gift Certificate (cost: 1,500 Points), \$25 Gift Certificate (cost: 2,500 Points), and \$50 Gift Certificate (cost: 5,000 Points). A total points counter shows 'Total Points: 0'. The Macy's logo is visible.
- AMAZON.COM:** Shows a 'REDEMPTION OPTIONS' section with a dropdown for 'Item' and a quantity selector. It lists gift certificate options: \$10 Gift Certificate (cost: 1,000 Points), \$15 Gift Certificate (cost: 1,500 Points), \$25 Gift Certificate (cost: 2,500 Points), \$50 Gift Certificate (cost: 5,000 Points), and \$100 Gift Certificate (cost: 10,000 Points). A total points counter shows 'Total Points: 0'. The Amazon.com logo is visible.
- NIKE:** Shows a 'REDEMPTION OPTIONS' section with a dropdown for 'Item' and a quantity selector. It lists gift certificate options: \$25 Gift Certificate (cost: 2,500 Points), \$50 Gift Certificate (cost: 5,000 Points), and \$100 Gift Certificate (cost: 10,000 Points). A total points counter shows 'Total Points: 0'. The Nike logo is visible.

LEADERSHIP TEAM

MANAGEMENT TEAM BIOS

Mike Moen, CEO

Mike has worked as a strategic advisor to Augeo for over a year and brings over 15 years of business experience in the private and public sector. As a former Canadian diplomat and banker, he was responsible for re-purposing Ontario's economy as a technology leader in North America and worked at Goldman Sachs, Citigroup and CIBC. He has extensive experience across industries including auto, finance, telecom, media and technology working closely with companies including GM, Chrysler, Toyota, Magna, Barclays, RBC, TD, JPMorgan Chase, IBM, NCR, GE, Pitney Bowes, Open Text, and RIM.

Mike has also worked with technology incubators in Ontario and New York City including the University of Waterloo's Center for Auto Research, Canadian Technology Triangle, Canadian Venture Capital Association, City of New York, NYU Poly Tech and Columbia University Center for Sustainable International Investment. Mike holds an MS in Global Affairs from New York University, MBA in International Finance from IUM, and BA from the University of Minnesota.

David Kristal, Chairman

David is CEO and co-Chair of Augeo Affinity Marketing, Inc. David built Augeo as the leading loyalty and rewards engagement company in the United States with over 250 employees located in Minnesota, Illinois, Arizona and New York. With over 20 years of experience developing and building businesses in the retail, marketing and sponsorship industries, David brings proven leadership, enthusiasm and a unique focus to the Drive Power team as he helps drive accelerated growth and client program innovation.

David currently is very active in philanthropic activities and serves as a voluntary member on several local Board of Directors. David earned his BS in Business from the Carlson School of Management at the University of Minnesota, and his JD from Stanford Law School. David leads invention and innovation efforts at Augeo, conceiving product and strategic solutions for our client's macro and strategic challenges.

LEADERSHIP TEAM

BOARD OF DIRECTORS

Michael Snow

Mr. Michael Snow is a lawyer with Maslon Edelman Borman & Brand since 1976 practicing law in the areas of mergers and acquisitions, finance and general corporate law. He has served as founder, director, and officer of numerous public and private corporations including Osmomics, Inc. (NYSE – OSM), ValueVision International, Inc. (NASDAQ – VVTV), Innuity, Inc., Lloyd's Food Products, Upsher-Smith Laboratories, Inc., May Printing Co., Navarre Corporation (NASDAQ – NAVR), Apollo Communications, Lariat Companies, MPLSP Hotel Corporation and Living Benefits Financial Services, LLC.

Mr. Snow was co-founder of Miller Milling Company, the largest durum milling company in North and South America which he sold in March 2012 to Nissin, the largest milling company in Japan. He was Founder, Director and Officer of LaModerna-Miller SA de C.V. with the Monroy family of Toluca. Mr. Snow is a partner with Grupo Inbursa which is owned and controlled by the Carlos Slim family.

He is a partner with the Girault family in restaurant and real estate development in Mexico and the United States. Mr. Snow was a principal in Artesian Capital, a venture capital fund. He has served as counsel to Minnesota Bankers Association and was a Director at Norwood Bank for 15 years.

Mr. Snow has been involved in the acquisition and sale of many companies including Osmomics, Inc. (\$350M), Autotrol Corporation (\$100M), New World Pasta (\$450M), Miller Milling Company (\$122M), Rapid Oil Change, Applebees Franchises, and Satellite Industries. Mr. Snow received his B.A. from the University of Michigan with highest distinction and J.D. from the University of Michigan Law School. He currently serves as a Trustee to the Minneapolis Institute of Arts.

LEADERSHIP TEAM

BOARD OF DIRECTORS

William England

Mr. William England is a Quantitative Researcher and Portfolio Manager for Walleye Trading, a proprietary trading firm with offices in Minneapolis, New York and Chicago. He was previously Founder and CEO of Drive Power, LLC, a Minneapolis-based telematics and driving data analytics company, which was sold to Augeo Marketing, Inc. in January 2013.

Prior to founding Drive Power, Mr. England was a member of the deal execution and research team of Valor Equity Partners, a Chicago-based private equity and venture capital firm. Prior to Valor, he served as a Quantitative Researcher for the AHL division of London-based Man Group Plc, one of the world's largest hedge fund managers.

Mr. England earned a BSE in Operations Research and Financial Engineering from Princeton University (Academic All-Ivy honors) and a Master's degree from the Mathematical Institute of Oxford University. At Princeton and Oxford, Mr. England was an accomplished rower, appearing in multiple World Championships for the U.S. National Team and winning the 2008 Oxford-Cambridge Boat Race. He currently serves as a member of Minneapolis Chapter of Global Shapers, an organization sponsored by the World Economic Forum, comprised of entrepreneurial leaders selected from cities across the world.

Chris Haller

Mr. Christopher Haller is an investment banker and entrepreneur with more than 20 years of experience in financing, launching, managing and exiting technology companies. In 1992, he helped orchestrate the launch of KATEL, the first cellular network in Kyrgyzstan.

In 1995, he co-founded OmniLink Communications, a provider of "callback" alternative voice services in Russia and Eastern Europe. In 1998, he founded Nexcom Telecommunications. Nexcom's 10-country telecom operations were sold to a major U.S. telco in 2002. In 2006, Mr. Haller led Nexcom Bulgaria in the introduction of the first 4G-based competitive voice and broadband network in Bulgaria.

In 2007, he guided Clearstream Holdings in a successful round of funding to aggregate 4G wireless broadband licenses in developing countries. As the current Managing Partner of Minneapolis-based Aspire Advisors, Mr. Haller has leveraged his unique entrepreneurial and fundraising background to provide strategic guidance and funding options for early-stage companies looking to expand. Chris holds a Masters in International Affairs from Columbia University School of International and Public Affairs and graduated cum laude with BA in Government and International Business from Georgetown University.

LEADERSHIP TEAM

BOARD OF DIRECTORS

Paul Perleberg

Mr. Paul G. Perleberg has been the President and Chief Operating Officer of Enclarity Inc. since September 2008. Mr. Perleberg has more than 20 years of experience in technology and healthcare. He served as Vice President, Managing Director and General Manager of Fair Isaac corp. since January 2002. He also served as Managing Director of International Operations at Fair Isaac Corp. Prior to that, Mr. Perleberg had profit and loss responsibility for Fair Isaac's healthcare and insurance business units, as well as Fair Isaac's professional services and product management operations.

From 1990 to 2002, Mr. Perleberg has served in various senior management positions, including service on the accounts of financial services and health care clients at Accenture Ltd. (formerly Anderson Consulting). He holds a bachelor's degree in mathematics from St. Cloud State University.

Andrew Morrow

Mr. Andrew Morrow has been with the University of Minnesota Office for Technology Commercialization since June 2008. He began his business career with the licensing division of CBS MarketWatch. In 2004 Andrew joined Traffic Technologies, a transportation safety products distributorship where he directed sales and marketing for the company. Immediately prior to the UMN, Andrew served as the Director of Sales for Kardia Health Systems, a development-stage company commercializing cardiology practice management and reporting software originally developed by Mayo Clinic.

Andrew spent two years performing bench science in UCLA's Cardiology Division, competed internationally on the US National Rowing Team and coached collegiate rowing at UCLA and Columbia University. Andrew lives in Shorewood with his wife and three daughters. B.A. in Art History from Princeton University.



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FOR MORE INFORMATION, PLEASE CONTACT:

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